



PRESS RELEASE

LAUNCH OF 5TH BDCB FINANCIAL FUN FAIR

Jerudong Park Colonnade

Saturday, 26 Safar 1446 corresponding to 31 August 2024

1. Brunei Darussalam Central Bank (BDCB), in collaboration with Jerudong Park Country Club Sdn Bhd, held the opening ceremony for the 5th BDCB Financial Fun Fair at the Jerudong Park Colonnade on Saturday, 26 Safar 1446, corresponding to 31 August 2024.
2. The event was co-organised with various organisations as Gold Partners, including Baiduri Bank, Bank Islam Brunei Darussalam (BIBD), Datastream Digital Sdn Bhd (DST), The Great Eastern Life Assurance Company Limited, MoneyMatch, National Digital Payments Network (ndpx), Progresif Sdn Bhd, Standard Chartered Brunei, Perbadanan Tabung Amanah Islam Brunei (TAIB), Insurans Islam TAIB Family Takaful Sdn Bhd (IITFT) and Takaful Brunei.
3. The guest of honour, Yang Berhormat Dato Seri Setia Dr Awang Haji Mohd Amin Liew bin Abdullah, Minister at the Prime Minister's Office and Minister of Finance and Economy II officiated the opening ceremony. Also present were Yang Berhormat Datin Seri Setia Dr. Hajah Romaizah Binti Haji Md Salleh, Minister of Education and Chairperson of the National Financial Literacy Council (NFLC); Yang Mulia Dato Seri Paduka Haji Khairuddin bin Haji Abdul Hamid, Deputy Minister of Finance and Economy (Economy) as Chairman of BDCB's Board of Directors and Deputy Chairman of NFLC; YM Hajah Rokiah binti Haji Badar, Managing Director of BDCB; members of BDCB's Board of Directors; members of NFLC and senior government officials; BDCB senior officials; as well as chief executive officers and managing directors of invited financial institutions.
4. In his opening remarks, YB Dato highlighted the importance of financial literacy in the nation's development and as the key to financial freedom by enabling people to manage their finances wisely, avoid overindebtedness, and make sound financial decisions in their daily lives. Financial literacy also helps businesses to grow, create job opportunities, and invest wisely, driving economic stability and innovation while reducing unemployment and enhancing the resilience of both businesses and individuals against economic uncertainties. YB Dato also touched on the Financial Fun Fair's theme 'Digital Financial Literacy' which aimed to empower individuals and families with essential skills for navigating online banking, digital transactions, and cybersecurity in today's digital era. YB Dato also expressed his appreciation to all stakeholders involved in the success of the Fun Fair for their commitment to promoting financial literacy and responsible financial management.
5. The event then witnessed the launch of the new BDCB mobile app, unveiled by the guest of honour. Now available on the Google Play Store, the app offers a range of interactive features designed to enhance public access to BDCB's resources. Users can easily stay informed with the latest news and publications from BDCB and access the list of BDCB licensees, BDCB Alert List, and Unclaimed Balances. The app also includes several practical financial calculators to help users manage their finances more

effectively. Additionally, it features information on the security features of the Brunei currency, empowering the public to differentiate between genuine and counterfeit money better. The iOS version of the app will be launched soon, with announcements to follow on BDCB's official channels.

6. The Financial Fun Fair, held for two days, offers exciting games and activities suitable for the entire family, designed to promote key financial management skills and knowledge, such as savings, takaful and insurance, retirement planning, and financial consumer protection. Alongside these educational experiences, attendees can enjoy live performances by the Royal Brunei Police Force (RBPF) tattoo band, Relentless Entertainment, and comedy acts. A number of food and beverage vendors are also available at the Fun Fair.
7. For more information on BDCB's initiatives to promote financial literacy, please visit the BDCB website at www.bdcg.gov.bn or follow BDCB on Instagram at @centralbank.brunei.

Brunei Darussalam Central Bank

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